

Curriculum Vitae



Associate Professor Ding Ding

Dean

School of Business

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Education Qualifications

2004 - 2010	Ph.D (Economics), Nanyang Technological University, Singapore
2001 - 2004	M.A. (English), Beijing International Studies University, China
1997 - 2001	BSc. (Economics), Beijing International Studies University, China

Academic and Professional Experience

2024 – Present	Dean, School of Business, SUSS
2019 - 2024	Vice Dean, School of Business, SUSS
2012 - 2018	Head of Programme (Finance), School of Business, SUSS
2008 - 2011	Head of Area (Economics), DMS Programme, School of Business, SUSS
2005 - 2008	Instructor, Department of Economics, Nanyang Technological University

Memberships and Professional Activities

- Chartered Financial Analyst (CFA), and Member of CFA Singapore Society
- Member, Economics Society of Singapore
- Member, Academy of Management
- Member of Teconology Committttee (2019-2022), Singapore Chinese Chamber of Commerce & Industry (SCCCI)
- Member, American Economic Association
- Certificate in Foundation of Alternative Investment (FAI)

Research Interests

- Financial Technology and Digital Inclusion
- Chinese Economy
- International Economics

- Education Pedagogy for Lifelong Learners

Selected Publications

Journal Papers

- Zhang Yimiao, Ren Jing, Liu Wenting, **Ding Ding** (2024), "Application of Text Mining Analysis in Understanding Gamefi Adoption". *International Journal of Data Analysis Techniques and Strategies* (forthcoming).
- Guan, C., **Ding, D.**, Ren, J. & Guo, J. (2024). Unveiling the Aesthetic 'Wow Factor': The Role of Aesthetic Incongruity and Image Quality in NFT Art Valuation with Computer Vision, *Electronic Markets*, Forthcoming. <https://doi.org/10.1007/s12525-024-00722-2> (Ranked A by ABDC)
- Guan, C., Liu, W., Yu, Y., & **Ding D.** (2024). Tokenomics in the Metaverse: Understanding the Lead-lag Effect among Emerging Crypto Tokens, *Financial Innovation*, 10, 88. <https://doi.org/10.1186/s40854-023-00594-z>
- Fang, Z., **Ding, D.**, & Guan, C. (2024). Does methodology matter? A revisit of the energy-growth nexus in Asia Pacific countries. *Economic Issues*, 29(1), 5-34.
- Gupta, P., Ding, B., Guan, C., & **Ding, D.** (2024). Generative AI: A systematic review using topic modelling techniques. *Data and Information Management*, 100066.
- Xia, C.; Guan, C.; **Ding, D.**; Teng, Y. (2024). Navigating Success in Carbon Offset Projects: A Deep Dive into the Determinants Using Topic Modeling. *Sustainability*, 16, 1595.
- Ding, Q., **Ding, D.**, Wang Y., Guan, C., & Ding, B. (2024). Unraveling the Landscape of Large Language Models: A Systematic Review and Future Perspectives. *Journal of Electronic Business & Digital Economics*, Vol. 3 No. 1, pp. 3-19
- Guan, C., **Ding, D.**, Guo, J. & Teng, Y. (2023). An ecosystem approach to Web3.0: a systematic review and research agenda, *Journal of Electronic Business & Digital Economics*, 2(1), 139-156. **This paper received the Emerald Award Literati 2024: Outstanding Paper Winner*
- **Ding Ding**, Guan Chong, Calvin Chan & Liu Wenting (2020) Building Stock Market Resilience Through Digital Transformation: Using Google Trends to Analyze the Impact of COVID-19 Pandemic, *Frontiers of Business Research in China*, 14(21), 1-21.
- **Ding Ding**, Guan Chong, Fang Zheng, & Lee Pui Mun, (2017), "Does Online Rating Affect Companies' Financial Performance? Evidence from Hotels in Singapore", *Journal of Accounting and Finance*, 17(9). **This paper was presented at the 39th INFORMS Marketing Science Annual Conference, Los Angeles, United States, June 2017.*
- **Ding Ding**, Guan Chong, & Yu Yinghui (2017), "Game-Based Learning in Tertiary Education: A New Learning Experience for the Generation Z", *International Journal of Information and Education Technology*, 7(2), 148-152. **This paper was presented at the 2015 International Conference on Education, Learning, and Training (ICELT 2015), Chengdu, China, November, Nov 2015.*

- Guan Chong, **Ding Ding** & Ho Kong Weng (2014), “E-learning in Higher Education for Adult Learners in Singapore”, *International Journal of Information and Education Technology*, 5(5), 348-353. **This paper was presented at the International Conference on Teaching and Education Sciences- ICTES 2014, Hong Kong, June 2014.*
- **Ding Ding** & Yothin Jingjarak (2012), “Threshold, Capital Flows, and Financial Turbulence”, *North American Journal of Economics and Finance*, 23(3), 365-385.

Conference Papers

- Chong Guan, **Ding Ding** and Jiancang Guo (2022) , “Web3.0: A Systematic Review And Research Agenda”, 2022 RIVF International Conference on Computing and Communication Technologies (RIVF).
- Yu-chen Hung, Chong Guan, Yue Wang, Joicey Wei, & **Ding Ding** (2017), “Winning Box Office with Right Movie Synopsis - A Text Analysis Perspective”, 2017 ANZMAC Conference Marketing for Impact, Melbourne Australia.
- Tan Chong Hui & **Ding Ding** (2015), “Volatilities and Correlations in the Stock Market during the Global Financial Crisis”, 28th Australasian Finance and Banking Conference, Sydney, Australia.
- Guan Chong & **Ding Ding** (2015), “Movie Release Dates and Box Office Success under Word-of-mouth Advertising”, Proceedings of the 2015 Annual Meeting of the Academy of Management (AOM), Vancouver, Canada.
- **Ding Ding** & Yothin Jinjarak (2015), “Inflation and Behavior of Prices: Evidence of China 1989-2012”, 2015 International Symposium on Economics and Social Science, Bangkok, Thailand.
- **Ding Ding**, & Yothin Jinjarak (2013), “Economic Transition and Behavior of Prices: Micro-Level Evidence from China ”, the 2nd Quantitative Economics Conference, Beijing, China.
- **Ding Ding** (2012), “When Chinese Economy Slows Down: Time to Vitalize the Sluggish Household Consumption”, the 5th GBSSR Conference, Beijing, China.

Books Chapters

- Guan, C., **Ding, D.**, Gupta, P., Hung, Y. & Jiang, Z. (2023). A systematic review of research on the ChatGPT- The user perspective, in Coelho. M. N. & Cunha. M. C. Eds. Handbook of Research on Cyber Criminals and Data Privacy Measures, IGI Global, forthcoming.
- Fang Zheng, & **Ding Ding** (2022). New evidence on gender wage gaps in urban China. In Chew, S.B., Huang, L., & Kwa, K.X. (Ed.), Political, Economic and Social Dimensions of Labour Markets: A Global Insight, World Scientific Publishing.
- **Ding Ding**, Guan Chong, Lee David Kuo Chuen, & Tan Lee Cheng (2017), “From Ant Financial to Alibaba’s Rural Taobao Strategy - How Fintech is Transforming Social Inclusion”, in David Lee & Robert Deng (Eds.), Handbook of Blockchain, Digital Finance, and Inclusion, vol. 1, Elsevier Academic Press.
- Guan Chong, **Ding Ding** & Yu Yinghui (2016), “The Urbanisation of Rural Villages in China”, in Antonio L Rappa (ed.), The Architectonics of the Village, Ethos Books and Singapore Management University Press.

Books

- DefiDAO, Lee D.K.C., Guan C., & **Ding D.** (2023). Global Web3 Eco Innovation. Singapore University of Social Sciences - World Scientific Future Economy Series. World Scientific, forthcoming.
- Lee David Kuo Chuen, **Ding Ding** & Guan Chong. (2021) Financial Management in the Digital Economy, Singapore University of Social Sciences - World Scientific Future Economy Series. vol. 6, World Scientific.
- Guan Chong, Jiang Zhiying & **Ding Ding** (2019) The emerging business models. In David Lee (Ed.), Singapore University of Social Sciences - World Scientific Future Economy Series, vol. 2, World Scientific.
- **Ding Ding** & FPAS Editorial Board (2016), Textbook of CFP Certification Programme Module 1 - Foundations in Financial Planning Study Guide, Financial Planning Association of Singapore.

Case Study

- **Ding Ding** & Guan Chong (2015), "SG50 Business Excellence Symposium: A Case on Eu Yan Sang", SG50 SBIZ Service Excellence Case Series.

Press Article

- Chong Guan & **Ding Ding** (2020) Commentary: Samsung's new Galaxy S20 promises to be a game changer. But it could struggle to do so, CNA, 19 Feb 2020.

Research Interests

- Co-Investigator: MOE Start-up Grant RFE23003, from 01 May 2023 to 31 Oct 2024, Total Grant: \$5,339
Research Project: An Ecosystem Approach in Advancing Financial Innovation inWeb3.0
- Co-Investigator: MOE Start-up Grant RFE23006, from 01 Jul 2023 to 20 June 2024, Total Grant: \$20,000
Research Project: Free-to-Play or Play-to-Earn? Understanding GameFi's Mass Players and Market using Text Analytics
- Co-PI, SUSS Research Grant, 2017-2019: "Financial Frontiers: Be Ahead and Stay Ahead", S\$300,000.
- Co-PI, SUSS ARC Grant, 2014-2016, Ref No. RF14SBZ01, SBZ Flagship Common Initiative "Tracking Service Excellence based on Analysing Consumer Perceptions in the Online Environment", S\$ 58,960.
- Principal Investigator, SUSS UCCS Small Research Grant 2013, Ref No. 2012SRG06: Economic
- Transition and Behaviour of Prices: Micro-Level Evidence from China, S\$ 4,500.

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